

# EXHIBIT 7

**From:** Sadoux Kim <SKim@markburnettprod.com>  
**To:** Katie Mapel  
**Sent:** 10/13/2010 8:40:44 AM  
**Subject:** Re: Follow up questions

30 second traditional commercial spots

We (production) have a policy of not releasing the list of celebrities.

On 10/13/10 11:39 AM, "Katie Mapel" <kmapel@acninc.com> wrote:

Sadoux, thanks for your time on the call today. We are working on revised scripting now and will send over shortly. In the meantime, do you have a feel for how long the commercials the celebrities are creating should be? What is a good length for TV, but also long enough to ensure we get a good message? Secondly, are you able to release the list of celebrities to us yet? Thanks!

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